

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU



FORM

SA-51212A

**DUE
DATE** ➔

NOTICE — Your report to the Census Bureau is **confidential** by law (Title 13, U.S. Code). It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process**.

RETURN COMPLETED FORM TO



U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47132-0001

Any questions call
1-800-772-7851 weekdays,
8:30 a.m. to 5:00 p.m. EST

2003 SERVICE ANNUAL SURVEY

MOTION PICTURE AND VIDEO DISTRIBUTION

138 SAS_I
512120 T

(Please correct any error in name, address, or ZIP Code)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, U.S. Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau.

Item 1

SURVEY COVERAGE

This report covers all domestic locations operated by your company and its subsidiaries primarily engaged in acquiring distribution rights and distributing film and video production to motion picture theaters, television networks and stations, and exhibitors.

Does this firm have domestic locations providing one of the business activities described in the survey coverage above?

- 0001 1 ☐ Yes — Continue with Item 3
2 ☐ No — Specify your business activity and continue with Item 3, and complete as much of the survey form as possible. ➔

0002

Item 2

NOT APPLICABLE TO THIS FORM

Item 3

REPORT PERIOD

Mark (X) the one box which best describes the period covered by your report.

0006 1 ☐ Calendar year — Go to Item 4A

If the data reported are for a period other than the "calendar year," please enter the beginning and ending dates.

2 ☐ Fiscal year

3 ☐ Less than 12 months } ➔

From

To

2003

Month	Day	Year
0007		
0008		

Item 4A REVENUE**Exclude intracompany transfers.**

Line 1a and Line 1d – Report revenue from granting permission on a fee, royalty, or other basis, for an agreed period of time to exhibit, broadcast, or rent live action or animated motion pictures usually intended for commercial theaters, drive-in theaters, open air theaters, etc. These revenues are licensing (distribution) revenues, not revenues for making films.

Line 1b and Line 1e – Report revenue from granting permission on a fee, royalty, or other basis, for an agreed period of time to broadcast or rent live action or animated films, videos, digital media, etc., for television including documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies, etc. These revenues are licensing (distribution) revenues, not revenues for making programs.

Line 1c and Line 1f – Report revenue from granting permission on a fee, royalty, or other basis, for an agreed period of time to exhibit, broadcast, or rent audiovisual works other than motion picture films or television programming. **Include** exercise videos, travel videos, public service messages, training videos, etc.

Line 2a – Report revenue from original feature films and short films produced speculatively for outright sale. Sale of such productions requires relinquishing all rights. The production is intended for commercial theaters, drive-in theaters, open air theaters, etc. **Excludes** films produced for own account and under contract.

Line 2b – Report revenue from original television programming produced speculatively for outright sale. Sale of such productions requires relinquishing all rights. The production is intended for television including documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies, etc. **Excludes** programs produced for own account and under contract.

Line 2c – Report revenue from other original audiovisual productions produced speculatively for outright sale. Sale of such productions requires relinquishing all rights. **Excludes** motion picture films and television programming and programs produced for own account and under contract.

Line 3a. – Report revenue from producing feature films, short films, etc., for another on a contract or fee basis. **Include** all production aspects of an entire or piece of an audiovisual work.

Line 3b. – Report revenue from producing television programming for another on a contract or fee basis. **Include** all production aspects of an entire or piece of an audiovisual work.

Line 3c – Report revenue from producing live action or animated commercials for viewing on television or in movie theaters for another on a contract or fee basis. **Examples** include infomercials and promotional spots for television. **Include** all production aspects of an entire or piece of an audiovisual work.

Line 3d – Report revenue from the production of other audiovisual programming on a contract or fee basis. **Examples** include training and instruction, public relations, promotional campaigns, public service messages, educational, corporate, religious, tourist, exercise videos, band videos, music videos, Internet videos, etc.

Line 4a and Line 4d – Report your share of revenue from granting permission on a fee, royalty, or other basis, for another company (distributor, etc.) to distribute motion picture films to commercial theaters, drive-in theaters, open air theaters, etc. Productions include live action or animated films, videos, digital media, etc. **Examples** include feature films, direct-to-video feature films, and short films.

Line 4b and Line 4e – Report your share of revenue from granting permission on a fee, royalty, or other basis, for another company (distributor, syndicator, etc.) to distribute television programming. **Examples** of productions include live action or animated films, videos, digital media, etc.

Line 4c and Line 4f – Report your share of revenue from granting permission on a fee, royalty, or other basis, for another company (distributor, etc.) to distribute other audiovisual programming to markets not included in Lines 4a, 4b, 4d, or 4e above.

An estimate is acceptable if a book figure is not available.

Key code	2003			
	Bil.	Mil.	Thou.	Dol.
MOTION PICTURE DISTRIBUTORS AND INTEGRATED MOTION PICTURE PRODUCTION AND DISTRIBUTION FIRMS				
1. Licensing of rights to exhibit, broadcast, and/or rent audiovisuals works on own account or on behalf of the copyright owner				
Domestic Licensing				
a. Motion picture films	1312			
b. Television programs	1313			
c. Other audiovisual works	1314			
International Licensing				
d. Motion picture films	1315			
e. Television programs	1316			
f. Other audiovisual works	1317			
MOTION PICTURE PRODUCERS				
2. Audiovisual works speculatively produced for outright sale:				
a. Motion picture films	1318			
b. Television programs	1319			
c. Other audiovisual works	1320			
3. Contract production of audiovisual works				
a. Motion picture films	1321			
b. Television programs	1322			
c. Commercials	1323			
d. Other audiovisual works	1324			
FIRMS USING MOTION PICTURE DISTRIBUTORS				
4. Licensing of rights to others to distribute your audiovisual works				
Domestic Licensing				
a. Motion picture films	1325			
b. Television programs	1326			
c. Other audiovisual works	1327			
International Licensing				
d. Motion picture films	1328			
e. Television programs	1329			
f. Other audiovisual works	1330			

Item 4A REVENUE

Line 5 – Report revenue from granting permission on a fee, royalty, or other basis for international use of the "concept" of audiovisual works (films, television programs, etc.). An example is audiovisual works that use different actors than the original work.

Line 6 – Report revenue from the distribution of audiovisual works for resale including videos and DVDs, to wholesalers, retailers, rental markets, etc.

Line 7 – Report revenue from providing services for other producers on all phases of preproduction, production, and postproduction. This work is contracted or subcontracted by the production house on a contract or fee basis, usually for films and TV shows. **Preproduction services** include script editing, casting, location scouting, and consultation. **Production services** include cameramen, grips, sound engineers, extras, and special effects services. **Postproduction services** include editing, transfer, color correction, digital restoration, visual effects, animation, duplication of masters, format conversion, compression and digital encoding, captioning, titling, subtitling, sound editing, and sound design services.

Line 8 – Report revenue from renting motion picture and video production facilities. **Include** use of soundstages, property or space on the lot, etc. This service may include related equipment and studio personnel if bundled with the studio rental service.

Line 9 – Report revenue from the rental of equipment related to motion picture and video production. **Include** cameras, lighting, sound recording equipment, etc.

Line 10 – Report revenue from granting permission to use word(s), phrase(s), symbol(s), or design(s) for merchandise (such as toys, tee shirts, hats, etc.) on a fee, royalty, or other basis. **Include** merchandise licensing revenue if the licensing is performed at the location(s) involved in production and/or distribution of audiovisual works. **Exclude** merchandise licensing if the licensing is performed at a separate establishment of the company not involved in the production and/or distribution of audiovisual works.

Line 11 – Report revenue from all other service operations not included in lines 1-10. **Examples** include sales of advertising space, forum rental, warehouse rental, etc.

An estimate is acceptable if a book figure is not available.

	Key code	2003			
		Bil.	Mil.	Thou.	Dol.
ALL FIRMS					
5. Licensing of international rights to others to use your audiovisual concepts	1331				
6. Sale of audiovisual works for wholesale, retail, and rental markets	1332				
7. Other production services	1333				
8. Studio rental and leasing	1334				
9. Motion picture and video production equipment rental	1335				
10. Merchandise licensing	1336				
11. All other revenue	749				
12. Total Operating Revenue	002				

Item 4B EXPORTS

An estimate is acceptable if a book figure is not available.

Note – An export is a tangible or intangible product (e.g., good, license agreement, reproduction right, service) that is sold or transferred to a customer or client (individual, government, business establishment, etc.) located outside the United States (i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). Products transferred to, sold to, or services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.) are included. **Exclude** products provided to domestic subsidiaries of foreign firms.

Did the revenue reported in Item 4A include any amounts received for exported services or products?

0009 1 ☐ Yes
2 ☐ No

Key code	2003			
	Bil.	Mil.	Thou.	Dol.
004				

Item 4C E-COMMERCE RECEIPTS/REVENUE

Report sales and receipts from any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods and services may or may not be made online. Please see the General Instruction sheet for further clarification before completing this item.

An estimate is acceptable if a book figure is not available.

1. Did your firm have e-commerce receipts/revenue during 2003?

0011 1 ☐ Yes – Enter the date your firm began e-commerce sales.
2 ☐ No – Continue to Item 4D.

0010

Month (i.e., June=06)	Year (i.e., 2003=03)

2. What was your firm's e-commerce receipts/revenue for 2003? (Include e-commerce receipts/revenue in Item 4A. **Exclude** sales taxes.)

Key code	2003			
	Bil.	Mil.	Thou.	Dol.
005				

Item 4D INVENTORIES AT END OF YEAR (DECEMBER 31, 2003)

An estimate is acceptable if a book figure is not available.

Report inventories at cost or market value using generally accepted accounting methods.

a. Finished goods and work-in-process

621

b. Materials, supplies, fuel, etc.

622

c. TOTAL inventories

623

<Please continue to Item 4E>

Item 4E TOTAL OPERATING EXPENSES							
<p>Include annual payroll on a cash basis, employer's contributions to employee benefits plans on a cash basis, cost of contract labor, materials and supplies, fuels for motor vehicles, purchased services, insurance, depreciation, taxes and licenses, bank charges associated with maintaining accounts, investment and brokerage fees, credit card transaction fees, royalties, and all other operating expenses.</p>		<p>An estimate is acceptable if a book figure is not available.</p>	Key code	2003			
			Bil.	Mil.	Thou.	Dol.	
TOTAL OPERATING EXPENSES		003					
Item 4F SELECTED EXPENSES							
<p>1. Cost of Contract Labor</p> <p>Line 1 – Report payments made to suppliers for leased employees and temporary help such as office workers, provided they are not on your payroll, but are supervised by your firm. Exclude payments for services of persons supervised by the supplying firm, such as legal, accounting, janitorial, security, and building maintenance services.</p> <p>2. Expensed Materials and Supplies (not for resale)</p> <p>Line 2a – Report the cost of expensed computer hardware and packaged software. Include hardware such as servers, CPUs, monitors, and network devices; computer software purchased under licensing agreements, and computer software license fees; and other expensed business equipment, such as copiers, fax machines, and telephones. Exclude leased and/or rented equipment.</p> <p>Line 2b – Report the cost of expensed materials, parts, and supplies, which are used as part of the services you provide. Include office and janitorial supplies, small tools, computer-related supplies (such as cartridges and computer paper), packaging and containers, and medical supplies. Exclude fuels for motor vehicles, and leased and/or rented materials, parts, and supplies.</p> <p>3. Expensed Purchased Services</p> <p>Line 3a – Report the cost of expensed custom coded software. Include computer-related services such as adaptation of off-the-shelf software, system design and support services, web design, and web hosting. Exclude computer-related communications costs.</p> <p>Line 3b – Report the cost of data processing, computer consulting, and other purchased computer services. Include computer input preparation, data storage, computer time rental, microfilm imaging, and optical scanning services. Exclude payroll processing, credit card transaction fees, and fees for the management and operation of your data processing facilities.</p> <p>Line 3c – Report the cost of telephone, cellular, pagers, and fax services; and computer-related communications such as Internet, connectivity, on-line, and other communication services.</p> <p>Line 3d – Report the cost of purchased electricity. If electricity is included in a lease or rental payment, report these costs below.</p> <p>Line 3e – Report the cost of purchased fuels for heating, power, and generating electricity. Include the cost of natural gas. If the cost of fuels are included in a lease or rental payment, report these costs below.</p> <p>Line 3f – Report the cost of administrative and professional services such as management consulting, legal, accounting, auditing, bookkeeping, actuarial, payroll processing, marketing, advertising, architectural, engineering, and fees for the management and operation of your data processing facilities.</p> <p>Line 3g – Report lease and rental costs for land, buildings, offices, structures, machinery, and equipment. Include lease and rental of transportation equipment without operators; and penalties incurred for broken leases. Exclude payments by your firm to your parent company or organization (or any of its subsidiaries) for use of assets owned by them and installment payments for assets obtained through capital lease agreements.</p> <p>Line 3h – Include purchased transportation (with operators); travel and lodging; shipping and warehousing; postage and package delivery; water, sewer, and refuse removal; janitorial, security, parking, and grounds maintenance; purchased repair and maintenance; and all other purchased services. Exclude payroll, employer's contributions to employee benefits plans, fuels for motor vehicles, insurance, depreciation, taxes and licenses, bank charges associated with maintaining accounts, investment and brokerage fees, and credit card transaction fees.</p>		<p>An estimate is acceptable if a book figure is not available.</p> <p>Include only purchases from external vendors.</p> <p>Exclude capitalized costs.</p>	Key code	2003			
			Bil.	Mil.	Thou.	Dol.	
1. Cost of Contract Labor		1287					
2. Expensed Materials and Supplies (not for resale)							
a. Computer and other business equipment and supplies (including packaged software)		1299					
b. Other materials, parts, and supplies		1300					
3. Expensed Purchased Services							
a. Custom coded software (including adaptation of off-the-shelf software) and system design and support services		1302					
b. Data processing and other purchased computer services		1303					
c. Purchased communication services		1282					
d. Purchased electricity		1283					
e. Purchased fuels (except motor fuels)		1304					
f. Purchased management consulting, administrative services, other professional services		1305					
g. Lease and rental payments		807					
h. All other purchased services – Specify <input checked="" type="checkbox"/>		1307					
1310							

SERVICE ANNUAL SURVEY

INFORMATION SECTOR

GENERAL INSTRUCTIONS

Your report should be completed and returned in the preaddressed envelope provided on or before the due date. **If the report does not appear to apply to your kind of business or activity, describe your business or activity in Item 1 and complete the remainder of the form as accurately as possible.**

If filing within the required time frame will cause an undue burden and you would like an extension, or if you have any questions, please write to the

**U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47132-0001**

or call our Census Bureau representative in Jeffersonville, Indiana at 1-800-772-7851, weekdays from 8:30 a.m. to 5:00 p.m., eastern time.

Always include your identification number, located in the address label, in any correspondence.

IF BOOK FIGURES ARE NOT AVAILABLE,
ESTIMATES ARE ACCEPTABLE.

Please read all instructions before making your entries.

Report data for the calendar year specified. If calendar year records are not available, we will accept fiscal year data. Please note, however, that we prefer estimates for the calendar year to book figures covering a different time period. Report all values in dollars (omit cents). Enter "0" in items where appropriate. Please do not combine data for two or more items.

For location(s) sold or acquired during the year specified, report only for the period that the location(s) were operated by this firm.

SPECIFIC INSTRUCTIONS

Revenue

Report revenue for all services rendered and any sales of merchandise for the calendar year specified, even though payment may have been received at a later date. **Firms operating on a commission basis should report commissions, fees, and other operating income, not gross billings or sales.**

Include –

- Total value of service contracts.
- Amounts received for work subcontracted to others.
- Market value of compensation in lieu of cash.
- Revenue from services performed by domestic locations for FOREIGN parent firms, subsidiaries, branches, etc.
- Dues and assessments from members and affiliates.
- Royalties, license fees, and other payments from the marketing of intangible products (e.g., licensing the use of or granting reproduction rights for software, musical compositions, and other intellectual property).

Exclude –

- Taxes (sales, amusement, occupancy, use, or other) collected directly from customers or clients and paid directly to a local, State, or Federal tax agency.
- Revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.
- Rents from and revenue of separately operated departments, concessions, etc., which are leased to others.
- Revenue from customers for carrying or other credit charges.
- Commissions from vending machine operators.
- Revenue of foreign subsidiaries (those located outside the U.S., i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. Possessions).
- Revenue from the sale of used equipment.
- Installment payments from leasing under capital, finance, or full-payout leases.
- Proceeds from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale).
- Intracompany transfers.
- Contributions, gift, grants, income from interest, rental of real estate, and dividends.

SERVICE ANNUAL SURVEY

INFORMATION SECTOR

SPECIFIC INSTRUCTIONS – Continued

E-commerce Receipts/Revenue

(In the following instructions, online refers to any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system.)

Include –

- Revenue from online orders for goods or services placed by a buyer.
- Revenue from online services provided where charges are based on the usage of those services (e.g., commissions or fees from use of computerized reservation systems, financial transaction processing systems, etc.)
- Commissions or fees from the trading of securities or the sale of other financial products online (e.g., insurance, loans, etc.).
- Commissions or fees from selling or from facilitating the sale of third party products (e.g., click-through including referral fees) through your company's Web site.
- Revenue from orders or contracts negotiated online with a buyer and seller on the price and terms for transferring ownership or the rights to use goods or services.
- Revenue from telephone transactions using interactive voice response systems.

Exclude – revenue from:

- Online billings where the order or contract was not negotiated online.
- Delivery of services online where the order or contract was not negotiated online.
- Provision of telecommunications and related infrastructure systems (e.g., data transfer, Web hosting, Internet access) where the order or contract for such services was not negotiated online.
- Orders for goods or services placed by facsimile machine or over switched telephone network.